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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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EXAMINER
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LU, KUEN S

ART UNIT	PAPER NUMBER
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2177

DATE MAILED: 01/02/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/900,694

Applicant(s)

GOOD, EARL W.

Examiner

Kuen S Lu

Art Unit

2177

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 06 July 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-43 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-43 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. §§ 119 and 120**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.
- 13) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.
- a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 5
- 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

## ***DETAILED ACTION***

### ***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

1. Claims 1-3 and 5-10 are rejected under 35 U.S.C. 102(e) as anticipated by Bates et al. (U.S. Patent 6,247,043, hereafter "Bates").

As per Claim 1, Bates teaches the following:

"a system including a database containing data corresponding to one or more contact groups (an intelligent contact management operation system which supports a contact database), a contact management system for assisting one or more users to implement contact management actions regarding a contact group (contact database accumulates contacts between the first user and the second users and the system automatically creates electronic messaging groups), wherein each of the one or more users have one of multiple roles (a plurality of users selectively updating address list in response to user input...)" at the Abstract, the contact management system comprising:

"a data interface that allows contact management actions to be communicated among the one or more users, and that allows contact management actions to be

communicated between the one or more users and the contact group at once” at col. 1, line 66 – col. 2, line 2 by using electronic messaging systems to permit users to be grouped together into “groups” that can be separately named and utilized to send electronic messages to multiple users;

“a scheduler module for scheduling contact management actions with respect to the contact group, including communicating said scheduled contact management actions to the one or more users, and wherein the one or more users are allowed to implement contact management actions therefrom” at col. 1, lines 48-55 by using electronic messaging system as a groupware to integrate personal information management tools, such as electronic calendars, to-do lists, project planners and meeting scheduling;

“an info sheet module for providing basic data regarding the contact group and allowing the one or more users to implement contact management actions therefrom” at Fig. 15, col. 18, lines 13-14 and 20-27 by implementing a group found dialog box and a list of the additional members of a group that the addressee is a member of;

“a data maintenance module for providing detailed data regarding the contact group and allowing the one or more users to implement contact management actions therefrom” at Fig. 16, col. 18, lines 52-57 by automatically managing of contact group, particularly, creating and updating the electronic messaging groups based upon the addressing of an electronic message created by a local user; and

“a search module for allowing the one or more users to search for the contact group and allowing the one or more users to implement contact management actions therefrom” at

Fig. 7, elements 110, col. 10, lines 42-51 by implementing a search routine to perform intelligent name lookup which utilizes a predetermined affinity criteria.

As per Claim 2, Bares teaches "wherein said scheduler module comprises one or more of a calendar and a planner" at col. 1, lines 51-55 and col. 7, lines 27-30 by using messaging manager application to serve as electronic groupware for performing functions of calendar and planner.

As per Claim 3, Bates teaches "wherein said info sheet module comprises one or more of identifying information, history of contact management actions, campaigns, worksheets, opportunities, keywords, important dates, accounts, and sales profile information pertaining to the contact group" at col. 18, lines 28-36 by displaying representation of a list of the additional members of a group that the addressee is a member of.

As per Claim 5, Bates teaches "data maintenance module comprises one or more of identifying information, status, last contact date, last message date, channel of communication preferred by the contact group, and financial information pertaining to the contact group" at Fig. 18, elements 300-312, col. 21, lines 6-10 and 14-22 by using update contact routine to update destination location and the affinity of the source location.

As per Claim 6, Bates teaches "data maintenance module comprises a view of said detailed data regarding the contact group based on one or more of individuals, mailing addresses, phone numbers, e-mail addresses, important dates, accounts, and address modules pertaining to the contact group" at col. 8, lines 30-36 by calculating the location

affinity between two users based on a number of factors that defines the relatedness of two particular users, for example, location identifier may include a facility identifier, a telephone number, an address, a zip code, a network and a network domain, among others .

As per Claim 7, Bates teaches "wherein said search module comprises one or more of hierarchy search tools, alphabet search tools, and status search tools" at col. 10, lines 42-51 by implementing a search routine as a search tool of search module.

As per Claim 8, Bates teaches the following:

"an address module for selectively identifying a preferred address for a contact group connecting it with one or more appropriate individuals in said contact group, and storing an appropriate form-of-address for the one or more appropriate individuals in the address module, said address module being suitable for use in enabling the one or more users to send a message to said preferred address" at col. 8, lines 30-36 by considering facility identifier, a building identifier, a telephone number, an address, a zip code, a floor and a network domain, among others as location identifier for calculating the location affinity between two users;

"a action button module for assisting the one or more users to automatically initiate contact management actions" at col. 10, lines 60-67 by, as an example, depressing an Enter key, tool bar button or other user interface control of a display to users for automatically initiating a contact management action;

"a worksheet module comprising a worksheet, said worksheet comprising data imported from the database and data fields defined by the one or more users" at Fig. 5, elements

78-96, col. 15, lines 41-44 by copying the existing information from the master contact database to the local contact database; and

“an messaging module for scheduling and sending correspondence from the one or more users to the contact group through a predetermined channel of communication, said predetermined channel of communication comprising a default channel of communication selected by the one or more users” at col. 7, lines 27-30 and 48-50 by using messaging manager application which may be any forms of server-based electronic messaging application, e.g., a mail or groupware server, among others coupled with clients through a suitable connections, e.g., LAN, WAN or internet.

As per Claim 9, Bates teaches the following:

“a system including a database containing data corresponding to one or more contact groups, a method for contact management wherein one or more users implement contact management actions with respect to a contact group” at the Abstract, the method comprising the steps for:

“the one or more users communicating with the contact group through a mode of communication to achieve a predetermined purpose” at col. 8, lines 46-50 by, for example, a work group which is distributed at multiple facilities, while having different identifiers, may be related to one another for the purpose of intelligent contact management;

“implementing contact management actions with respect to the contact group using a data interface during said communication” at Fig. 3, col. 7, lines 19-33 by implementing

an electronic messaging server system for electronic messaging among servers and clients interconnected by network (col. 5, lines 20-25), said data interface comprising:

“a scheduler module for scheduling contact management actions with respect to the contact group, including selectively communicating said scheduled contact management actions to the one or more users, and wherein the one or more users are allowed to implement contact management actions therefrom” at col. 1, lines 51-55 and col. 7, lines 27-30 by using messaging manager application to serve as electronic groupware for performing functions of calendar and planner;

“an info sheet module for providing basic data regarding the contact group and allowing the one or more users to implement contact management actions therefrom” at Fig. 15, col. 18, lines 13-14 and 20-27 by implementing a group found dialog box and a list of the additional members of a group that the addressee is a member of;

“a data maintenance module for providing detailed data regarding the contact group and allowing the one or more users to implement contact management actions therefrom” at Fig. 16, col. 18, lines 52-57 by automatically managing of contact group, particularly, creating and updating the electronic messaging groups based upon the addressing of an electronic message created by a local user; and

“a search module for allowing the one or more users to search for a contact group and allowing the one or more users to implement contact management actions therefrom” at Fig. 7, elements 110, col. 10, lines 42-51 by implementing a search routine to perform intelligent name lookup which utilizes a predetermined affinity criteria; and



"determining appropriate responses regarding said communication with the contact group" at col. 4, lines 1-11 by automating addressing of electronic messages where by, in response to the first user addressing to a second user, a determination is made whether the second user is a member of the electronic messaging group.

As per Claim 10, Bates teaches "mode of communication comprises one or more of telephone, e-mail, mail, and fax" at col. 8, lines 30-36 by including a building identifier, a telephone number, an address, a zip code, a floor and a network domain, among others as location identifier.

2. Claims 16, 18 and 19 are rejected under 35 U.S.C. 102(e) as anticipated by Robertson (U.S. Patent 6,269,369).

As per Claim 16, Robertson teaches the following:

"a database that maintains data for one or more contact groups, wherein one or more users communicate with and implement contact management actions regarding a contact group, and wherein such communication requires an appropriate response, a method for initiating the appropriate response" the Abstract, lines 11-21, comprising the steps for:

"determining an objective, said objective being determined from the communication with the contact group" at col. 5, lines 33-40 by users to determine the object through their affiliation with the contact groups using the group name and type;

"sending one or more messages to the contact group in order to achieve said objective" at col. 8, lines 14-19 by firstly the first user to send out message for linking a second

user in order to add the user into address book, and then the second user choosing to return the link to the first user;

“scheduling contact management actions, wherein the contact management actions are communicated to the appropriate user selected from the one or more users in order to achieve said objective, wherein the appropriate user is one of a salesperson, a sales assistant, a service assistant, and a computer operator” at col. 13, lines 50-65 by firstly, the first member of a contact group planning a preset event, traveling, for example. The first member is informed about the linked second members who will be in the vicinity of the city of the travel. The first user then can select among the second users to be informed on his planned trip, the preset event;

“adding one or more notes that indicate the contact management actions that have already occurred in reference to said objective” at col. 6, lines 12-13 by time stamping the preset event record; and

“updating the database such that the data for the contact group reflects the contact management actions that have been implemented” at col. 16, lines 1-7 by updating master contact database in responding user’s submit for data change, for example, address and notifying linked members of the contact group.

As per Claim 18, Robertson teaches “the step for prompting the one or more users to input information regarding the communication” at col. 2, lines 6-9 by each user entering information and specifying various permissions.

As per Claim 19, Robertson teaches “the step for automatically completing the appropriate response to the communication” at col. 7, lines 20-27 by showing client

computer entering information, submitting the information, transferring the information and the contact manager storing the information to the master contact database.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claim 4 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bates et al. (U.S. Patent 6,247,043) as applied to Claim 3 above, and further in view of Rich et al. (U.S. Patent 5,819,243, hereafter "Rich").

As per Claim 4, Bates teaches history of contact management "a list view, wherein the list view is sequenced by a characteristic identified by the one or more users" at Fig. 5, elements 78-98, col. 20, lines 56-64 by storing contact status in the contact table.

Bates does not teach "history of contact management actions comprises one or more of a hierarchical history view for displaying contact management actions based on objectives".

However, Rich teaches segmented interaction history comprising a focus stack and a list of history where the segmented interaction history is presented to user in the form of a hierarchically structured chronological log of discourse events.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Rich's teaching into Bates' by formatting the contact management history in a hierarchical structure because by doing so the view of

the history would be chronological and the context would be collaborative to human nature.

4. Claims 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bates et al. (U.S. Patent 6,247,043) as applied to Claim 9 above, and further in view of Powers (U.S. Patent 6,557,003).

As per Claim 11, Bates teaches the following:

"determining appropriate responses regarding said communication with the contact group further comprises automatically initiating contact management actions using a action button module" at col. 16, lines 42-45 and 63-67, and col. 18, lines 52-57 by implementing auto-address and auto-maintenance routines and, by further using tool button or a selection from menu for contact action response, and the steps for "determining an objective, said objective being determined from said communication with the contact group" at Fig. 11, col. 14, lines 22-29 by receiving and responding electronic messages as a tool for communicating with contact group;

"scheduling and sending one or more messages to the contact group in order to achieve said objective" and "scheduling contact management actions, wherein the contact management actions are communicated to the appropriate user selected from the one or more users in order to achieve said objective, wherein the appropriate user comprises one of salesperson, a sales assistant, a service assistant, and a computer operator" at at col. 1, lines 48-55 by using electronic messaging system as a groupware to integrate personal information management tools, such as electronic calendars, to-do lists, project planners and meeting scheduling.

Bates does not specifically teach “adding one or more notes that indicate the contact management actions that have already occurred in reference to said objective” or “updating the database such that the data for the contact group reflects the contact management actions that have been implemented”.

However, Powers teaches “adding one or more notes that indicate the contact management actions that have already occurred in reference to said objective” at col. 7, lines 48-56 by making commitment on the basis, other than time, such as availability, for example. A customer might be desire to be notified when a new model of product is available for sale and a sales agent enters the commitment into the database. When the product is available for sale, the database informs the agent to notify the customer and the commitment is fulfilled.

It would have been obvious to one having ordinary skill in the art at the time of the applicant’s invention was made to combine Powers’ teaching into Bates’ by providing facility for host agent to log and track all communications with clients such that every contact would have a full history because by doing so any commitment made to the customers would be fulfilled.

Furthermore, Powers teaches “updating the database such that the data for the contact group reflects the contact management actions that have been implemented” at col. 7, lines 43-47 by system to record a commitment made by an agent and to notify the agent hours before the commitment is due.

As per Claim 12, Bates teaches overall initiating contact management actions.

Bates does not specifically teach the step for automatically initiating contact management actions comprises the step for prompting the one or more users to input information regarding said communication.

However, Powers teaches making commitment, notifying agent in advance and following up its fulfillment at col. 7, lines 48-56.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Powers' teaching into Bates' by providing facility for host agent to select appropriate responses to client communications so that to make commitment for response, to assign responsibility for commitments, and to notify by reminding effected agents for fulfilling the commitments.

As per Claim 13, Bates teaches overall initiating contact management actions.

Bates does not specifically teach "the step for automatically initiating contact management actions comprises the step for automatically completing the contact management actions".

However, Powers teaches initiating event which may be a fulfillment of a commitment promised in a prior event and notification events would occur at scheduled intervals between communication events.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Powers' teaching into Bates' by scheduling and sending message to contact group such that all commitment fulfilled or not would be notified in a timely fashion.

5. Claim 14 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bates et al. (U.S. Patent 6,247,043) as applied to Claim 9 above, and further in view of Tso (U.S. Patent 6,085,201).

As per Claim 14, Bates teaches the following:

“selectively identifying a preferred address in the contact group and sending a message to said preferred address” at the Abstract, lines 14-21 by selectively addressing of messages between the first user and the second users.

“defining a worksheet, importing data from the database into said worksheet, and defining new data fields in said worksheet” at col. 15, lines 41-44 by copying existing information from master contact database to the local contact database and synchronizing the records;

“sending correspondence from the one or more users to the contact group through a predetermined channel of communication” at col. 2, line 66 – col. 3, line 2 by grouping users into groups which can be separately named and utilized to send electronic messages to multiple users at once;

“determining a form-of-address for each individual in the contact group” at col. 3, lines 2-9 by manually creating group and inserting desired users to the group which requires a search of the users in the database;

“creating one or more action buttons, each action button defining a series of contact management actions” at col. 10, lines 65-67, col. 19, lines 33-35 and col. 18, lines 36-37 by creating and using different action buttons or selections of a menu; and

“assigning contact management to some of the one or more users” at col. 15, lines 60-67 by assigning users with contact management functions.

Bates does not teach “providing a context-sensitive history”.

However, Tso teaches generating a context-sensitive text message corresponding an input context string at lines 1-2 of the Abstract.

It would have been obvious to one having ordinary skill in the art at the time of the applicant’s invention was made to combine Tso’s teaching into Bates’ by generating contact history into context-sensitive text because doing so would make the text contextually appropriate for particular search words.

6. Claim 15 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bates et al. (U.S. Patent 6,247,043) as applied to Claim 9 above, and further in view of Roller et al. (U.S. Pub. 2002/0035562, hereafter Roller).

As per Claim 15, Bates teaches implementing contact groups and overall contact management.

Bates does not specifically implementing campaign management actions.

However, Roller teaches “creating a campaign from a campaign master, including defining one or more campaign tracks according to predetermined criteria” at Page 4, [0048] by analyzing data from an integrated system serving as the campaign master such that users can conduct focused business management, the campaign management.

It would have been obvious to one having ordinary skill in the art at the time of the applicant’s invention was made to combine Roller’s teaching into Bates’ by utilizing a



data collection and analysis system for collecting data from disparate sources, storing and analyzing the data to show trends in business operation.

Roller further teaches "executing said campaign by determining on which of the one or more contact groups the campaign will be implemented and by implementing a series of campaign management actions" at Fig. 2, elements 200-206, Page 2, [0012] and [0028] by analyzing data from the integrated system to identify critical trends in the performance of their business and analyzing the overall flow of data on multiple contact channels;

Roller further teaches "evaluating the one or more contact groups during said execution of said campaign, including determining whether the one or more contact groups qualifies under said predetermined criteria of one or more campaign tracks" at Page 3, [0037] by using data extractor to retrieve data and apply complex report applications and processes for further extracting that data for each of the multiple channel systems; and

"automatically initiating a response based on said evaluation" at Page 4, [0049] by combining list management and campaign management functions for getting information of interested customers on a nearly real time basis. Thus the campaigns can be generated very quickly through analysis of data.

7. Claims 20-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bates et al. (U.S. Patent 6,247,043) and further in view of Roller et al. (U.S. Pub. 2002/0035562, hereafter Roller).

As per Claim 20, Bates teaches “a database containing data corresponding to one or more contact groups, a management system suitable for use for implementing management actions, wherein the management actions include contact management actions” at the Abstract.

Bates does not teach “campaign management actions”.

However, Roller teaches campaign management actions at Fig. 2, elements 200-206, Page 2, [0012] and [0028] by analyzing data from the integrated system to identify critical trends in the performance of their business and analyzing the overall flow of data on multiple contact channels.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Roller's teaching into Bates' by combining campaign and contact management into an integrated management system by using data mart as a server database because the combination would help users of the management system on a real time basis to view the trend in business and plan accordingly.

Bates teaches the following:

“a data interface for allowing one or more users to implement management actions therefrom, said data interface comprising a scheduler module for scheduling management actions with respect to a contact group” at Fig. 3, col. 7, lines 19-33 by implementing an electronic messaging server system for electronic messaging among servers and clients interconnected by network (col. 5, lines 20-25) and at col. 1, lines

51-55 and col. 7, lines 27-30 by using messaging manager application to serve as electronic groupware for performing functions of calendar and planner;

"an info sheet module for providing basic data regarding the contact group" at Fig. 15, col. 18, lines 13-14 and 20-27 by implementing a group found dialog box and a list of the additional members of a group that the addressee is a member of;

"a data maintenance module for providing detailed data regarding the contact group" at Fig. 16, col. 18, lines 52-57 by automatically managing of contact group, particularly, creating and updating the electronic messaging groups based upon the addressing of an electronic message created by a local user;

"a search module for allowing the one or more users to search for the contact group" at Fig. 7, elements 110, col. 10, lines 42-51 by implementing a search routine to perform intelligent name lookup which utilizes a predetermined affinity criteria; and

"an action button module for initiating management actions that are completed by the one or more users" at col. 10, lines 65-67, col. 19, lines 33-35 and col. 18, lines 36-37 by creating and using different action buttons or selections of a menu;

"a worksheet module comprising a worksheet, said worksheet comprising data imported from the database, and data fields defined by the one or more user" at Fig. 5, elements 78-96, col. 15, lines 41-44 by copying the existing information from the master contact database to the local contact database;

"a messaging module comprising a predetermined channel of communication" at col. 11, lines 63-67 by sending message to a messaging manager for requesting affinity information about location and determining the relatedness of such locations based on

communications that occur between all users and such locations; and “an address module comprising a preferred address corresponding to one or more individuals in the contact group” at col. 8, lines 30-36 by considering facility identifier, a building identifier, a telephone number, an address, a zip code, a floor and a network domain, among others as location identifier for calculating the location affinity between two users.

As per Claim 21, Bates teaches “wherein the management actions include one or more of setting objectives, sending messages, making notes, scheduling contact management actions, updating the database, and resetting keywords” at col. 19, lines 33-39 by using a save group event to update local contact database.

As per Claim 22, Bates teaches “action button module requires input from the one or more users” at col. 19, lines 58-63 by showing the depression of OK button resulting in the selected user names being returned from the dialog box.

As per Claim 23, Bates teaches “action button module ensures that the management actions are performed” at Fig. 15, elements 234-248, col. 18, lines 28-46 by explaining the effect of pressing the different button in the contact management actions.

As per Claim 24, Bates teaches “predetermined channel of communication defines a default channel of communication” at col. 6, lines 21-25 by interfacing networks for allowing communication of information with other computers coupled to the network.

As per Claim 25, Bates teaches “preferred address comprises one or more of a mailing address, a telephone number, a fax number, and an e-mail address” at col. 8,

lines 23-29 by maintaining user's address, telephone number, fax number, email address, among other information in the electronic messaging system.

8. Claims 26-32 and 34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bates et al. (U.S. Patent 6,247,043), and further in view of Roller et al. (U.S. Pub. 2002/0035562, hereafter Roller).

As per Claim 26, Bates teaches implementing contact groups and overall contact management.

Bates does not specifically implementing campaign management actions.

However, Roller teaches "creating a campaign from a campaign master, including defining one or more campaign tracks according to predetermined criteria" at Page 4, [0048] by analyzing data from an integrated system serving as the campaign master such that users can conduct focused business management, the campaign management.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Roller's teaching into Bates' by utilizing a data collection and analysis system for collecting data from disparate sources, storing and analyzing the data to show trends in business operation.

Roller further teaches "executing said campaign by determining on which of the one or more contact groups the campaign will be implemented and by implementing a series of campaign management actions" at Fig. 2, elements 200-206, Page 2, [0012] and [0028] by analyzing data from the integrated system to identify critical trends in the

performance of their business and analyzing the overall flow of data on multiple contact channels;

Roller further teaches "evaluating the one or more contact groups during said execution of said campaign, including determining whether the one or more contact groups qualifies under said predetermined criteria of one or more campaign tracks" at Page 3, [0037] by using data extractor to retrieve data and apply complex report applications and processes for further extracting that data for each of the multiple channel systems; and  
"automatically initiating a response based on said evaluation" at Page 4, [0049] by combining list management and campaign management functions for getting information of interested customers on a nearly real time basis. Thus the campaigns can be generated very quickly through analysis of data.

As per Claim 27, Bates teaches step for automatically initiating a response to a contact management action at col. 14, lines 12-15 for auto-add entry and at col. 12, lines 62-64 for auto-complete routines.

Bates does not teach sorting contact groups.

However, Roller teaches sorting and storing business information at col. 1, [0003].

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Roller's teaching into Bates' by adding an auto-sort button to current control button set such that contact group could be sorted for enhancing the performance of data retrieval.

As per Claim 28, Roller further teaches “the step for executing the campaign further comprises selecting a campaign master” at Page 4, [0048] by allowing users to analyze the unified data from the integrated system and conduct focused business, the master campaign.

As per Claim 29, Roller further teaches “the step for executing the campaign further comprises the step for defining a campaign instance” at Page 3, [0032] by facilitating a standard form of interface for each of the separate contact channels, the campaigns.

As per Claim 30, Roller further teaches “the step for executing the campaign further comprises the step for viewing said campaign according to campaign management actions” at Page 4, [0048] by adapting the campaign function to perform campaigns.

As per Claim 31, Roller teaches “the step for executing the campaign further comprises the step for viewing said campaign according to a group of contact groups qualifying under said predetermined criteria of said one or more campaign tracks” at Page 2, [0014] by showing a schematic block diagram of the overall flow of data in a data processing system, for processing business contact information from multiple contact channels.

As per Claim 32, Bates teaches “a database containing data corresponding to one or more contact groups, a management system suitable for use for implementing management actions, wherein the management actions include contact management actions” at the Abstract.

Bates does not teach “campaign management actions”.

However, Roller teaches campaign management actions at Fig. 2, elements 200-206, Page 2, [0012] and [0028] by analyzing data from the integrated system to identify critical trends in the performance of their business and analyzing the overall flow of data on multiple contact channels.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Roller's teaching into Bates' by combining campaign and contact management into an integrated management system by using data mart as a server database because the combination would help users of the management system on a real time basis to view the trend in business and plan accordingly.

Bates further teaches the following:

"a data interface for allowing one or more users to implement management actions therefrom, said data interface comprising a scheduler module for scheduling management actions with respect to a contact group" at Fig. 3, col. 7, lines 19-33 by implementing an electronic messaging server system for electronic messaging among servers and clients interconnected by network (col. 5, lines 20-25) and at col. 1, lines 51-55 and col. 7, lines 27-30 by using messaging manager application to serve as electronic groupware for performing functions of calendar and planner;

"an info sheet module for providing basic data regarding the contact group" at Fig. 15, col. 18, lines 13-14 and 20-27 by implementing a group found dialog box and a list of the additional members of a group that the addressee is a member of;



“a data maintenance module for providing detailed data regarding the contact group” at Fig. 16, col. 18, lines 52-57 by automatically managing of contact group, particularly, creating and updating the electronic messaging groups based upon the addressing of an electronic message created by a local user; and

“a search module for allowing the one or more users to search for the contact group” at Fig. 7, elements 110, col. 10, lines 42-51 by implementing a search routine to perform intelligent name lookup which utilizes a predetermined affinity criteria; and

“an action button module for initiating management actions that are completed by the one or more users” at col. 10, lines 65-67, col. 19, lines 33-35 and col. 18, lines 36-37 by creating and using different action buttons or selections of a menu;

As per Claim 34, Bates teaches the following:

“selectively identifying a preferred address in the contact group and sending a message to said preferred address” at the Abstract, lines 14-21 by selectively addressing of messages between the first user and the second users.

“defining a worksheet, importing data from the database into said worksheet, and defining new data fields in said worksheet” at col. 15, lines 41-44 by copying existing information from master contact database to the local contact database and synchronizing the records;

“sending correspondence from the one or more users to the contact group through a predetermined channel of communication” at col. 2, line 66 – col. 3, line 2 by grouping users into groups which can be separately named and utilized to send electronic messages to multiple users at once;

9. Claim 33 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bates et al. (U.S. Patent 6,247,043) and in view of Roller et al. (U.S. Pub. 2002/0035562) as applied to Claim 26 above, and further in view of Powers (U.S. Patent 6,557,003).

As per Claim 33, Bates teaches the following:

“determining an objective, said objective being determined from said communication with the group of contact groups” at Fig. 11, col. 14, lines 22-29 by receiving and responding electronic messages as a tool for communicating with contact group; “sending one or more messages to the group of contact groups in order to achieve said objective” at col. 20, line 65 – col. 21, line 2 by generating an event in responding to a message being sent from the local location for the messaging manager at another location and updating the affinity for each destination location for the sent message; and “scheduling contact management actions, wherein said contact management actions are communicated to the appropriate user selected from the one or more users in order to achieve said objective, wherein the appropriate user is one of a salesperson, a sales assistant, a service assistant, and a computer operator” at at col. 1, lines 48-55 by using electronic messaging system as a groupware to integrate personal information management tools, such as electronic calendars, to-do lists, project planners and meeting scheduling.

The combined Bates-Roller reference does not teach “adding one or more notes that indicate said contact management actions that have already occurred in reference to said objective” and “updating the database such that the data for the group of contact groups reflects said communication”.

However, Powers teaches "adding one or more notes that indicate the contact management actions that have already occurred in reference to said objective" at col. 7, lines 48-56 by making commitment on the basis, other than time, such as availability, for example. A customer might be desire to be notified when a new model of product is available for sale and a sales agent enters the commitment into the database. When the product is available for sale, the database informs the agent to notify the customer and the commitment is fulfilled.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Powers' teaching into Bates' by providing facility for host agent to log and track all communications with clients such that every contact would have a full history because by doing so any commitment made to the customers would be fulfilled.

Furthermore, Powers teaches "updating the database such that the data for the contact group reflects the contact management actions that have been implemented" at col. 7, lines 43-47 by system to record a commitment made by an agent and to notify the agent hours before the commitment is due.

10. Claims 35-41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Roller et al. (U.S. Pub. 2002/0035562) and in view of Oracle® Data Mart Builder (Administrator's Guide, Release 2.6, Feb. 1999, hereafter "Oracle").

As per Claim 35, Roller teaches the following:

"a system including a database containing data corresponding to a collection of contact groups, a campaign management system for assisting one or more users to implement

campaign management actions regarding the collection of contact groups” at Fig. 14, element 1406, Page 4, [0049] by implementing a campaign management module on a data mart system and “a campaign management data interface for facilitating communication between the one or more users, and for facilitating communication between the one or more users and the collection of contact groups” at Page 1, [0010] by using a plurality of customer communications to generate data through a plurality of diverse business communication channels each comprising an interface for communication with users, business entities and record database.

“a campaign editor module for defining a campaign therefrom and allowing the one or more users to implement campaign management actions therefrom regarding the collection of contact groups” at Page 3, [0033] by using data extractor and application server for allowing multiple users to access the data model for performing data extraction; and ” a campaign manager module for executing said campaign therefrom and allowing the one or more users to implement campaign management actions therefrom regarding the collection of contact groups” at Fig. 3, elements 112, 132 and 1406, Page 3, [0032] by using data model and application server for a plurality of users to implement campaign actions.

Roller does not teach using “a campaign wizard module” for “scheduling said campaign therefrom and allowing the one or more users to implement campaign management actions therefrom regarding the collection of contact groups”.

However Oracle teaches using a campaign wizard module for building a data mart to support the campaign management at the “Data Mart Builder Admin” in Page 1-3.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Oracle's teaching into Roller's by using a wizard for implementing all data mart functionalities because both references were devoted to data mart implementation and application. The wizard would enable Roller's users and administrators to perform all functionalities, including data extraction, user/role administration, contact group management, among others into an integrated communication interface.

As per Claim 36, Roller teaches "campaign comprises one or more of campaign tracks, campaign management actions, campaign messages, campaign scripts, and campaign checklists" at Fig. 4, Page 4, [0034] by illustrating a fact table storing data collected from each of the contact channels.

As per Claim 37, Roller teaches "campaign tracks further comprises one or more categories defined by predetermined criteria" at Fig. 4, Page 4, [0034] by including sales information in the fact table.

As per Claim 38, Roller teaches "said campaign editor module further comprises one or more of a campaign master, a campaign version, and a campaign overview seminar" at Fig. 2, elements 200-206, Page 2, [0028] by including a set of diverse contact channels.

As per Claim 39, Roller teaches "campaign wizard module further comprises a campaign instance" at Page 3, [0032] by providing a means for instantiating mandated data specifications and protocols for all of the contact channels.

As per Claim 40, Roller teaches “campaign manager module further comprises a campaign management action view” at Fig. 3, Page 3, [0029] by illustrating data extraction and communication contact channels.

As per Claim 41, Roller teaches “campaign manager module further comprises a contact group view” at Fig. 5, element 510, Page 3, [0037] by showing the business line and ultra groups responsible for the subject of communication.

11. Claims 42 and 43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Roller et al. (U.S. Pub. 2002/0035562) and in view of Oracle® Data Mart Builder (Administrator’s Guide, Release 2.6, Feb. 1999, hereafter “Oracle”) as applied to Claim 35 above, and further in view of Bates et al. (U.S. Patent 6,247,043, hereafter “Bates”).

As per Claim 42, the combined Roller-Oracle reference teaches a system including a database and a campaign management, and a campaign wizard module, among others.

The combined Roller-Oracle reference does not teach “a scheduler module for scheduling contact management actions with respect to the collection of contact groups, including communicating said scheduled contact management actions to the one or more users”; “an info sheet module for providing basic data regarding the collection of contact groups”; “a data maintenance module for providing detailed data regarding the collection of contact groups”; and “a search module for allowing the one or more users to search for the collection of contact groups”.

However, Bates teaches “a scheduler module for scheduling contact management actions with respect to the contact group, including communicating said scheduled

contact management actions to the one or more users, and wherein the one or more users are allowed to implement contact management actions therefrom” at col. 1, lines 48-55 by using electronic messaging system as a groupware to integrate personal information management tools, such as electronic calendars, to-do lists, project planners and meeting scheduling.

It would have been obvious to one having ordinary skill in the art at the time of the applicant’s invention was made to combine Bates’ teaching with the combined Roller-Oracle’s teaching into Roller’s by implementing a groupware scheduler as one module of Roller’s data mart system because the scheduler would allow users of Roller’s system to schedule data loading to the fact tables in the data mart and reporting data loading status by using electronic messaging, among others.

Bates further teaches the following:

“an info sheet module for providing basic data regarding the contact group and allowing the one or more users to implement contact management actions therefrom” at Fig. 15, col. 18, lines 13-14 and 20-27 by implementing a group found dialog box and a list of the additional members of a group that the addressee is a member of;

“a data maintenance module for providing detailed data regarding the contact group and allowing the one or more users to implement contact management actions therefrom” at Fig. 16, col. 18, lines 52-57 by automatically managing of contact group, particularly, creating and updating the electronic messaging groups based upon the addressing of an electronic message created by a local user; and

“a search module for allowing the one or more users to search for the contact group and allowing the one or more users to implement contact management actions therefrom” at Fig. 7, elements 110, col. 10, lines 42-51 by implementing a search routine to perform intelligent name lookup which utilizes a predetermined affinity criteria.

As per Claim 43, Bates further teaches the following:

“an action button module for initiating management actions that are completed by the one or more users” at col. 10, lines 65-67, col. 19, lines 33-35 and col. 18, lines 36-37 by creating and using different action buttons or selections of a menu;

“a worksheet module comprising a worksheet, said worksheet comprising data imported from the database, and data fields defined by the one or more user” at Fig. 5, elements 78-96, col. 15, lines 41-44 by copying the existing information from the master contact database to the local contact database;

“a messaging module comprising a predetermined channel of communication” at col. 11, lines 63-67 by sending message to a messaging manager for requesting affinity information about location and determining the relatedness of such locations based on communications that occur between all users and such locations; and “an address module comprising a preferred address corresponding to one or more individuals in the contact group” at col. 8, lines 30-36 by considering facility identifier, a building identifier, a telephone number, an address, a zip code, a floor and a network domain, among others as location identifier for calculating the location affinity between two users.



12. Claim 17 is rejected under 35 U.S.C. 103(a) as being unpatentable over Robertson (U.S. Patent 6,269,369) as applied to Claim 16 above, and in view of Bharwani et al. (U.S. Patent 3670310).

As per Claim 17, Robertson teaches a system, including a database for implementing a contact group.

Robertson does not teach "the step for assigning a new keyword from a previous keyword such that said new keyword reflects the contact management actions that have been implemented".

However, Bharwani teaches automatic generation and update of keywords from the field values contained in the data records at the middle Paragraph of the Abstract.

It would have been obvious to one having ordinary skill in the art at the time of the applicant's invention was made to combine Bharwani's teaching with Robertson's by implementing keywords replacement in according to its field value changes. This automatic replacement feature would make Robertson's system more prompt to reflect the change of contact management action.

### ***Conclusions***

13. The prior art made of record
- A. U.S. Patent No. 6247043
  - B. U.S. Patent No. 6269369
  - C. U.S. Patent No. 5819243
  - D. U.S. Patent No. 6557003
  - E. U.S. Patent No. 6085201

- F. U.S. Publication 2002/0035562
- K. U.S. Patent No. 3670310
- U. Oracle® Data Mart Builder

Administrator's Guide, Release 2.6, Feb. 1999

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- G. U.S. Patent No. 6374259
- H. U.S. Patent No. 5737726
- I. U.S. Patent No. 6169534
- J. U.S. Publication 2002/0046086

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kuen S Lu whose telephone number is 703-305-4894. The examiner can normally be reached on 8 AM to 5 PM, Monday through Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on 703-305-9790. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.


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Patent Examiner

December 23, 2003

  
GRETA ROBINSON  
PRIMARY EXAMINER